

PLEDGE OF THE OUTDOOR ADVERTISING ASSOCIATION OF PENNSYLVANIA  
TO SUPPORT THE OFFICIAL STATE TRAFFIC SAFETY PROGRAM

TO: THE GOVERNOR'S HIGHWAY SAFETY ADVISORY COMMITTEE  
500 FINANCE BUILDING  
HARRISBURG, PENNSYLVANIA

WHEREAS: We fully realize that traffic accidents occur in every month of the year and that the summer period, with its pleasant weather and good driving conditions, creates an increased traffic flow and consequently an increase in exposure to traffic hazards, and

WHEREAS: We further realize that these conditions create a tendency on the part of the motorist to unconsciously increase his speed and thereby increase the chances of accidents, and

WHEREAS: With full realization of the fact that Outdoor Advertising, displaying messages to the motoring public while they are part of the traffic flow and thereby exposed to traffic hazards, possesses an ideal means of transmitting such messages,

THEREFORE: We, as members of the Outdoor Advertising Association of Pennsylvania, agree that as part of our responsibility to the communities in which we conduct our business, we will display during the months of June, July, and August, posters in each of the indicated months.

This will be part of our contribution to the life and welfare of the communities in which we do business and to the efforts of your Department of Public Safety.

FURTHERMORE: We agree that - to the extent of our available facilities - in the following months and especially during December, January, and February, during which the members of our Association have traditionally conducted "OPERATION IMPACT," we will expand this program in order to make a tremendous impact on Pennsylvania's motoring public during those dangerous months.

Respectfully,

DATE: \_\_\_\_\_  
\_\_\_\_\_  
(Outdoor Advertising Company Name)

POSTERS TO BE SHIPPED TO: \_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City) (State)

\_\_\_\_\_  
By \_\_\_\_\_  
\_\_\_\_\_

838-7  
5-3-3

